



FINANCING BUSINESSES FOR A THRIVING REGION.

Silvertip Signs & Graphics and Custom Life Clothing - Grand Rapids

Silvertip is a full service vinyl sign and graphics company established in 1995 and purchased in 2011 by the current owners, Barb and Corey Cleveland. The Grand Rapids-based small business specializes in vehicle wraps, fleet graphics, signs and banners, post-and-panel signs, LED signs, and more. Their 3,000 square foot facility in Grand Rapids houses all they need for production and installations.

With Silvertip doing well, Barb and Corey decided to branch into the custom clothing market. Their idea meant expansion. They needed retail space for inventory, such as local team clothing for the Grand Rapids Thunderhawks and Greenway Raiders, as well as room for custom printing.

Financing Details

When a building just across the way from Silvertip Graphics was for sale, Barb and Corey worked with Woodland Bank and the Northland Foundation to pull financing together. The Foundation's participation with the bank allowed the Clevelands to purchase the building and start up the new venture, named Custom Life Clothing.

Results

Custom Life Clothing is open, and the couple has hired a store manager. Meanwhile, Silvertip's business is booming. If their track record for growth continues, Custom Life Clothing will achieve success.



Business Finance Program

"Both times we have worked with the Northland Foundation, we've had great experiences."



Barb and Corey Cleveland , Co-owners
Silvertip Signs and Graphics
Custom Life Clothing

GET STARTED.



Michael Colclough
Business Finance
Director



Alex Bastien
Loan Portfolio
Manager

Have a potential project in mind? Contact us at 218.723.4040. We'd be glad to talk with you.